

REMARKS

The Office Action dated October 18, 2006, has been received and carefully noted. The above amendments and the following remarks are submitted as a full and complete response thereto.

By this Amendment, claim 9 has been amended. No new matter is presented. Claims 5 and 9 are pending and respectfully submitted for consideration.

Interview

The Applicants wish to thank the Examiner for the interview conducted on April 4, 2007. In the interview, claim 9 was discussed. As noted in the interview, the Examiner agreed to withdraw the prior art rejections. The Examiner also requested clarification of claim 9 to indicate that the actions steps are "configured" to be performed. The Examiner indicated that further consideration would be given to the claim amendments.

Rejection Under 35 U.S.C. § 103

Claims 5 and 9 were rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 5,991,739 to Cupps et al. ("Cupps") in view of U.S. Patent No. 6,341,353 to Herman et al. ("Herman") and further in view of U.S. Patent No. 6,055,536 to Shimakawa et al. ("Shimakawa"). The Applicants traverse the rejection, and respectfully submit that claim 9 recites subject matter that is neither disclosed nor suggested by the cited references.

Claim 9 recites a service providing retrieval system including, among other features, a shop server, a merchandise information database storing service request data of the shops, and that the retrieval server of the retrieval site retrieves shops

whose genres of handled merchandise from the retrieval database correspond to a desired merchandise genre entered at an information terminal to the retrieval site, and retrieved shops are respectively indicated with landmarks.

As acknowledged by the Examiner during the interview, the cited references, alone or in any combination, do not teach or suggest the retrieval server, shop server and map server feature, which are recited in Claim 9. Therefore, the Applicants thank the Examiner for agreeing to withdraw the rejection of claim 9.

Conclusion

The Applicants respectfully submit that claim 9 is allowable. Claim 5 depends from claim 9 and is allowable for at least the same reasons. Accordingly, the Applicants respectfully request the prompt issuance of a Notice of Allowability.

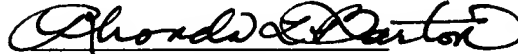
Should the Examiner believe anything further is desirable in order to place this application in better condition for allowance, the Examiner is requested to contact the undersigned at the telephone number listed below.

In the event this paper is not considered to be timely filed, the Applicants respectfully petition for an appropriate extension of time. Any fees for such an extension, together with any additional fees that may be due with respect to this paper,

may be charged to counsel's Deposit Account No. 01-2300, **referencing Attorney Dkt.**

No. 107156-00051.

Respectfully submitted,



Rhonda L. Barton
Attorney for Applicants
Registration No. 47,271

Customer No. 004372

ARENT FOX LLP

1050 Connecticut Avenue, N.W., Suite 400

Washington, D.C. 20036-5339

Tel: (202) 857-6000

Fax: (202) 638-4810

RLB/hla

Enclosures: Petition for Extension of Time (3-month)
Notice of Appeal

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